

***It All Adds Up to Cleaner Air* Evaluation Questionnaire**
Non-Annotated Format
September 27, 2002

WORDS IN ALL CAPS ARE INSTRUCTIONS TO INTERVIEWERS AND ARE NOT READ ALOUD TO THE RESPONDENT. RECORD RESPONDENT ANSWERS BY CIRCLING THE NUMBER NEXT TO THE ANSWER CATEGORY.

Start time: _____

INTRODUCTION:

Hello. This is _____ calling from _____. We are conducting an opinion survey on quality-of-life issues. The survey will only take ten minutes to complete.

May I please speak with the youngest (ROTATE: man/woman) in the household who is a licensed driver and is 18 years of age or older? (IF NOT AVAILABLE, ARRANGE FOR CALLBACK.)

(IF NECESSARY: This is an opinion survey. We have nothing to sell.)

GEOGRAPHIC SCREENING QUESTIONS

1. What is the five-digit zip code for your home address?

- 1 XXXXX
- 2 XXXXX
- 3 XXXXX
- 98 OTHER ZIP CODE NOT LISTED—TERMINATE
- 99 DON'T KNOW—TERMINATE

In what city, town, or municipality do you live?

- 1 XXXX
- 2 XXXX
- 3 XXXX
- 98 OTHER CITY OR TOWN NOT LISTED—TERMINATE
- 99 DON'T KNOW—TERMINATE

In which county do you live?

- 1 XXXX County
- 2 XXXX County
- 3 XXXX County
- 98 OTHER COUNTY NOT LISTED—TERMINATE
- 99 DON'T KNOW—TERMINATE

2. Are you a licensed driver 18 years of age or older?
- 1 YES (CONTINUE)
 - 2 NO (REPEAT INTRODUCTION TO IDENTIFY AN ADULT LICENSED DRIVER)
 - 3 DON'T KNOW/REFUSED (REPEAT INTRODUCTION TO IDENTIFY AN ADULT LICENSED DRIVER)
3. In a typical week, about how many times do you drive a private vehicle? Count each time you get behind the wheel and drive someplace. Do you typically drive a private vehicle zero to ten times, 11 to 20 times, 21 to 30 times, or more than 30 times a week? (IF NECESSARY: By private vehicle, I mean a vehicle owned, rented, or leased by an individual rather than by an employer or company.)
- 1 0 to 10 TIMES PER WEEK (TERMINATE)
 - 2 11 to 20 TIMES PER WEEK (CONTINUE)
 - 3 21 TO 30 TIMES PER WEEK (CONTINUE)
 - 4 MORE THAN 30 TIMES PER WEEK (CONTINUE)
 - 5 DON'T KNOW/REFUSED (TERMINATE)
4. Before this interview, have you ever seen or heard this phrase: *It All Adds Up to Cleaner Air*?
- 1 YES—ASK Q 5
 - 2 NO—SKIP TO Q 6
 - 3 DON'T KNOW/REFUSED—SKIP TO Q 6

ASK IF "YES" ON Q. 4

5. Do you recall or not recall seeing or hearing *It All Adds Up to Cleaner Air*:

	YES, RECALL	NO, DON'T RECALL	DON'T KNOW
On television?	1	2	3
On the radio?	1	2	3
In a newspaper or magazine?	1	2	3
On a billboard or poster?	1	2	3
In something you received in the mail?	1	2	3
In a presentation or exhibit?	1	2	3

6. Do you think *It All Adds Up to Cleaner Air* is about: (READ ANSWER CATEGORIES. ROTATE ORDER OF FIRST 3 ANSWER CATEGORIES)

- 1 How to calculate the air quality index,
- 2 Things people can do to improve air quality and reduce traffic congestion,
- 3 How to change filters on heating and air conditioning systems,
- 4 Or do you have no idea?

7. How important to you personally is each of the following issues? In your opinion, is INSERT ITEM a very important, somewhat important, not very important, or not at all important issue?

(ROTATE ORDER)	Important				DON'T KNOW
	Very	Some-what	Not very	Not at All	
Air quality	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Drinking water quality	1	2	3	4	5
Recycling	1	2	3	4	5

8. In the past year, do you recall, or not, seeing, hearing, or reading about good reasons to do each of the following?

(ROTATE ORDER)	YES, RECALL	NO, DON'T RECALL	DON'T KNOW/ REFUSED
Do multiple errands on one trip	1	2	3
Fuel your vehicle during cooler parts of the day	1	2	3
Make sure your vehicle's tires are properly inflated	1	2	3
Properly maintain your vehicle	1	2	3
Not top off your car's fuel tank	1	2	3
Carpool at least once or twice a week	1	2	3
Telecommute instead of traveling to work	1	2	3
Take the bus or train when available	1	2	3
Walk or ride a bike instead of driving your vehicle	1	2	3
Get traffic updates before going someplace	1	2	3

9. A. I am going to read five benefits of reducing traffic congestion and improving the quality of our air. Which one of these benefits do you find most appealing? (READ BENEFITS. ROTATE ORDER)

B. Of the remaining four benefits, which one is most appealing? (RE-READ REMAINING FOUR BENEFITS IF NECESSARY).

C. Of the remaining three benefits, which one is least appealing? (RE-READ REMAINING THREE BENEFITS AS NECESSARY)

	SELECT ONE NUMBER IN EACH COLUMN		
(ROTATE ORDER)	A. Most Appealing	B. Second Most Appealing	C. Least Appealing
Saving money on what you spend on transportation	1	1	1
Reducing the amount of stress in your life	2	2	2
Reducing the amount of time you spend in traffic congestion	3	3	3
Reducing health risks through improved air quality	4	4	4
Reducing our nation's dependence on foreign oil	5	5	5
NO OPINION/NO PREFERENCE	6	6	6

10. From where you live, is access to public transportation, such as a bus, train, or subway, unavailable, available but inconvenient, or available and convenient?

- 1 UNAVAILABLE
- 2 AVAILABLE, BUT INCONVENIENT
- 3 AVAILABLE AND CONVENIENT
- 4 REFUSED/DON'T KNOW

11. For each of the following activities, tell me if you are unwilling to do it, willing to do it, or if you already do it.

(ROTATE ORDER)	Un- willing	Willing	Already Do It	DON'T KNOW
Take public transportation, such as the bus, train, or subway, at least once a week	1	2	3	4
Avoid topping off your vehicle's gas tank	1	2	3	4
Carpool or vanpool, at least once a week	1	2	3	4
Get traffic updates before going someplace	1	2	3	4
Maintain your vehicle according to the owner's manual	1	2	3	4
Walk or ride a bike to destinations rather than drive your vehicle, at least once a week	1	2	3	4
Check and adjust your vehicles' tires once a month to make sure they are properly inflated	1	2	3	4
Telecommute to work at least once a month	1	2	3	4
Combine your errands into one trip, instead of taking multiple trips, at least once a week	1	2	3	4
Fuel your vehicle during the cooler parts of the day	1	2	3	4

12. In general, do you favor, oppose, or have no position on:

(ROTATE ORDER)	Favor	Oppose	No Position	DON'T KNOW
Increased public investment in mass transit?	1	2	3	4
Reduced speed limits on highways?	1	2	3	4
Special lanes for carpoolers?	1	2	3	4
Tougher emission standards for new cars and trucks or tougher fuel standards?	1	2	3	4
Mandatory state emissions inspections of vehicles?	1	2	3	4
Restrictions on the number of parking spaces at office buildings?	1	2	3	4

The last few questions help in the analysis of the survey results.

13. What kind of vehicle do you drive most often: a car, a van, an S.U.V., a truck, or something else?

- 1 CAR
- 2 VAN
- 3 S.U.V.
- 4 TRUCK
- 5 SOMETHING ELSE; SPECIFY:
- 6 DON'T KNOW

14. How many children age 17 or younger live in your household?

- 1 NONE OR ZERO
- 2 ONE
- 3 TWO
- 4 THREE
- 5 FOUR
- 6 FIVE OR MORE
- 7 REFUSED

15. In what year were you born? ENTER YEAR: _____

IF REFUSED ASK:

Could you tell me if you were born: (READ CATEGORIES)

- 1 Before 1924
- 2 From 1925 to 1942
- 3 From 1943 to 1960
- 4 From 1961 to 1981, or
- 5 From 1982 to now
- 6 REFUSED

16. What is the last grade of school you completed? (READ CATEGORIES, IF NECESSARY)

- 1 HIGH SCHOOL GRADUATE/GED OR LESS
- 2 SOME COLLEGE/ COMMUNITY COLLEGE GRADUATE/AA:
ASSOCIATE OF ARTS/ TECHNICAL SCHOOL/PROFESSIONAL
BUSINESS SCHOOL
- 3 COLLEGE GRADUATE (BA OR BS: BACHELOR OF ARTS OR
SCIENCE DEGREE)/ POST-GRADUATE DEGREE (MASTERS,
PH.D., LAWYER, MEDICAL DOCTOR)
- 4 REFUSED

17. Are you employed full-time, employed part-time, retired, a student, or are you currently unemployed? (MULTIPLE RESPONSES ACCEPTED)

- 1 FULL-TIME
- 2 PART-TIME
- 3 RETIRED
- 4 STUDENT
- 5 UNEMPLOYED
- 6 DON'T KNOW/REFUSED

These last background questions are optional.

18. What was your total household income in 2001:
(READ ANSWER CATEGORIES)

- 1 Under \$20,000
- 2 \$20,000 to \$39,000
- 3 \$40,000 to \$69,000
- 4 Or \$70,000 or more
- 5 DON'T KNOW/REFUSED

19. Are you of Hispanic origin? (THIS INCLUDES BEING OF SPANISH ORIGIN)

- 1 YES
- 2 NO
- 3 DON'T KNOW/REFUSED

20. What is your race? (CODE ALL THAT APPLY)

- 1 WHITE, CAUCASIAN
- 2 BLACK OR AFRICAN-AMERICAN,
- 3 AMERICAN INDIAN (NATIVE AMERICAN) OR ALASKA
NATIVE
- 4 ASIAN (E.G., ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE,
KOREAN, VIETNAMESE)
- 5 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER (E.G.,
SAMOAN, GUAMANIAN, OR CHAMORRO)
- 6 OTHER—SPECIFY: _____
- 7 DON'T KNOW, REFUSED

RECORD WITHOUT ASKING:

21. GENDER

- 1 MALE
- 2 FEMALE

LENGTH OF INTERVIEW: _____ MINUTES

RESPONDENT'S AREA CODE AND PHONE NUMBER: _____

INTERVIEWER'S NAME: _____